



WXYZ

# ORDER

Print Date 08/27/12

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Flight Dates **08/13/12-08/19/12**

Contract / Revision      **302801 /**

Original Date / Revision  
06/26/12    08/22/12

Advertiser **The People Should Decide C**

Agency    **Smart Media Group**

Buying Contact

**814 King Street - Suite 400  
Alexandria, VA 22314-3039**

Product

**The People Should Decide | Detroit**

Agency Com    15%

Billing Contact

**814 King Street - Suite 400  
Alexandria, VA 22314-3039**

Sales Office    EWSDC

Sales Region   NAT

Agency Ref

Order Sep      00:20:00

Estimate #      **813819**

Alt Order #

Billing Type    Cash

Order Type    GENERAL

Billing Cycle   EOM/EOC

Billing Calendar BROADCAST

Demographic   A25-54

Rev Codes      POL      POL      ISS Ballot

Product Codes PL

Priority          P-1

Advertiser Ref

Primary Account Executive  
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Order Share %      Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WADL	%	
WDIV	%	
WDWB	%	
WJBK	%	
WKBD	%	
WLPC	%	
WPXD	%	
WTVS	%	
WWJ	%	

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	35	\$15,831.25	\$18,625.00	0.00	07/30/12	08/19/12	35	\$15,831.25	\$18,625.00
<b>Totals</b>	<b>35</b>	<b>\$15,831.25</b>	<b>\$18,625.00</b>	<b>0.00</b>					

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	WXYZ	08/19/12	08/19/12	ABC Sunday Prime Extreme Weight Loss	CM	7-11pm Sunday	-----S	:15/:15	1	\$2,000.00	P-4	0.00 BK	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	-----S		1		\$2,000.00		0.00				
N 2	WXYZ	08/14/12	08/16/12	Access M-F 730-8pm M-F 730-8pm	CM	730-8pm M-F	-1-1---	:15/:15	2	\$1,200.00	P-4	0.00 BK	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	-1-1---		2		\$1,200.00		0.00				
N 3	WXYZ	08/13/12	08/15/12	M-F 1135p-1205a Nightline	CM	1135pm-1205am M-F	1----	:15/:15	2	\$600.00	P-4	0.00 BK	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				



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Contract / Revision 302801 Flight Dates 08/13/12-08/19/12

Hiatus Dates

Original Date / Revision 06/26/12/ 08/22/12

Order Sep 00:20:00

Advertiser The People Should Decide Product The People Should Decide | Estimate # 813819

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WXYZ	08/13/12	08/15/12	M-F 1135p-1205a Nightline	CM	1135pm-1205am	M- 1- - - -	:15/:15	2	\$600.00	P-4	0.00	BK	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	1- 1- - - -					2	\$600.00		0.00			
N 4	WXYZ	08/19/12	08/19/12	Sports Update 1130-12n SU 1130p-12a	CM	1130pm-12am	- - - - - S	:15/:15	1	\$500.00	P-3	0.00	BK	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	- - - - - S					1	\$500.00		0.00			
N 5	WXYZ	08/14/12	08/15/12	M-F 1205a-105a Jimmy Kimmel Live	CM	1205am-105am	M- 11- - - -	:15/:15	2	\$200.00	P-4	0.00	BK	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	- 11- - - -					2	\$200.00		0.00			
N 6	WXYZ	08/19/12	08/19/12	Early News Su Su 6-630p	CM	6-630pm Sun	- - - - - S	:15/:15	1	\$600.00	P-4	0.00	BK	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	- - - - - S					1	\$600.00		0.00			
N 7	WXYZ	08/17/12	08/17/12	7p News M-F 7-730p	CM	7-730pm M-F	- - - - F- -	:15/:15	1	\$750.00	P-4	0.00	BK	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	- - - - F- -					1	\$750.00		0.00			
N 8	WXYZ	08/15/12	08/15/12	6p News 6-630pm M-F	CM	6-630pm M-F	- - W- - - -	:15/:15	1	\$750.00	P-4	0.00	BK	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	- - W- - - -					1	\$750.00		0.00			
N 9	WXYZ	08/14/12	08/14/12	5p News 5-6pm M-F	CM	5-6pm M-F	- T- - - - -	:15/:15	1	\$650.00	P-4	0.00	BK	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	- T- - - - -					1	\$650.00		0.00			
N 10	WXYZ	08/19/12	08/19/12	Action News SUN 8am Action News SUN 8am	CM	Sun 8-930am	- - - - - S	:15/:15	1	\$250.00	P-4	0.00	BK	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	- - - - - S					1	\$250.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WXYZ	08/13/12-08/19/12		Action News SUN 8am		Sun 8-930am	- - - - - Su	:15/:15		<del>(\$250.00)</del>		0.00	BK		
Unresolved [Woodward Dream Cruise]															
N 11	WXYZ	08/19/12	08/19/12	GMA SUN 7-8am GMA SUN 7-8am	CM	SUN 7-8am	- - - - - S	:15/:15	1	\$300.00	P-4	0.00	BK	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	- - - - - S					1	\$300.00		0.00			
N 12	WXYZ	08/19/12	08/19/12	Action News SUN 6am Action News SUN 6am	CM	SUN 6-7am	- - - - - S	:15/:15	1	\$200.00	P-4	0.00	BK	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	- - - - - S					1	\$200.00		0.00			
N 13	WXYZ	08/18/12	08/18/12	Action News SAT 8am Action News SAT 8am	CM	SAT 8-9am	- - - - - S-	:15/:15	1	\$250.00	P-4	0.00	BK	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	- - - - - S-					1	\$250.00		0.00			
N 14	WXYZ	08/18/12	08/18/12	GMA SAT 7-8am GMA SAT 7-8am	CM	SAT 7-8am	- - - - - S-	:15/:15	1	\$300.00	P-4	0.00	BK	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



WXYZ

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Contract / Revision **302801** Flight Dates **08/13/12-08/19/12**

Hiatus Dates

Original Date / Revision 06/26/12/ 08/22/12

Order Sep 00:20:00

Advertiser **The People Should Decide** Product **The People Should Decide** | Estimate # **813819**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 14	WXYZ	08/18/12	08/18/12	GMA SAT 7-8am GMA SAT 7-8am	CM	SAT 7-8am	-----S-	:15/:15	1	\$300.00	P-4	0.00	BK	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S-					1	\$300.00		0.00			
N 15	WXYZ	08/18/12	08/18/12	Action News SAT 6am Action News SAT 6am	CM	SAT 6-7am	-----S-	:15/:15	1	\$225.00	P-4	0.00	BK	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S-					1	\$225.00		0.00			
N 16	WXYZ	08/13/12	08/17/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	11--1--	:15/:15	3	\$550.00	P-4	0.00	BK	3	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	11--1--					3	\$550.00		0.00			
N 17	WXYZ	08/13/12	08/17/12	5am News M-F 5am News M-F	CM	5-6am M-F	-1-11--	:15/:15	3	\$300.00	P-4	0.00	BK	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-1-11--					3	\$300.00		0.00			
N 18	WXYZ	08/14/12	08/16/12	M-F 4-5pm Dr. Oz	CM	4-5pm M-F	-111---	:15/:15	3	\$550.00	P-4	0.00	BK	3	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-111---					3	\$550.00		0.00			
N 19	WXYZ	08/13/12	08/14/12	12p Noon News 12n-1p	CM	12-1pm M-F	11-----	:15/:15	2	\$400.00	P-4	0.00	BK	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	11-----					2	\$400.00		0.00			
N 20	WXYZ	08/15/12	08/16/12	M-F 11a-12n The View	CM	11am-12pm M-F	--11---	:15/:15	2	\$600.00	P-4	0.00	BK	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	--11---					2	\$600.00		0.00			
N 21	WXYZ	08/14/12	08/16/12	M-F 10a-11a Doctors	CM	10-11am M-F	-1-1---	:15/:15	2	\$350.00	P-4	0.00	BK	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-1-1---					2	\$350.00		0.00			
N 22	WXYZ	08/13/12	08/17/12	M-F 9a-10a M-F 9a-10a	CM	9-10am M-F	1-1-1--	:15/:15	3	\$400.00	P-4	0.00	BK	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	1-1-1--					3	\$400.00		0.00			
Totals													35	\$18,625.00	